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MARKETING ECONOMICS RESEARCH PUBLICATIONS
A Reference List

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Marketing Economics Division
Economic Research Service
U.S. Department of Agriculture

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MARKETING ECONOMICS RESEARCH PUBLICATIONS
A Reference List

Marketing Economics Division
Economic Research Service

INTRODUCTION

This reference list includes publications for the marketing economics research areas now in the Marketing Economics Division and units that were formerly in the Agricultural Marketing Service and Bureau of Agricultural Economics. The list includes only publications from 1960 through December 1969. Publications that have been superseded by later publications are omitted. The list includes reports published by the U.S. Department of Agriculture and by cooperating land-grant colleges and universities in cases where one of the principal authors was an employee of the Department. It also includes reports of private institutions that were published cooperatively or under contract with the U.S. Department of Agriculture.

All publications referring to a particular commodity, including costs and margins, manufacturing, promotion, or transportation, are listed under the appropriate commodity heading.

Information on the availability of publications in departmental series such as Marketing Research Reports, Agricultural Economic Reports, Agriculture Information Bulletins, Technical Bulletins, etc., listed in this report is given in "List of Available Publications of the United States Department of Agriculture," List No. 11. Single copies of this list may be obtained from the Publications Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Agency series and some unnumbered series are available from the Division of Information, Office of Management Services, U.S. Department of Agriculture, Washington, D.C. 20250. If a publication is out of print, check with public or university libraries maintaining Government publications. Microfilm or photocopies of out-of-print USDA publications are available from the National Agricultural Library, USDA, Division of Lending, Photoduplication Section, Beltsville, Md. 20705. Publications that are out of print, as of December 1969, are marked with an asterisk in this report, although any of the other publications may become out of print at any time after issuance of this list. Publications issued by State Agricultural Experiment Stations are marked with two asterisks and should be ordered directly from the issuing station. Publications issued by State or private institutions usually may be consulted in public or university libraries.

Publications for sale only can be ordered as follows: Make check or money order payable to: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Send request directly to above address. DO NOT SEND MONEY OR REQUEST TO THE DEPARTMENT OF AGRICULTURE.

I ANIMAL PRODUCTS

(1) Animal ByproductsAgricultural Economic Reports

- 16 A Technical-Economic Evaluation of Four Hide-Curing Methods.
(Study done under contract by Battelle Memorial Institute,
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- 54 A Guide to Lower Costs and Greater Efficiency in Curing Cattle
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- *410 Changes in Processing and Marketing Hides. October 1960.

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- *103 Continued Increase in Edible Tallow Output Anticipated. Reprint
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- *143 Hide and Leather Situation. Reprint from the Livestock and Meat
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- *161 Hide and Leather Situation Brighter in 1964. Reprint from the
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- 215 Economics of Segmenting Cattle Hides. February 1965.
- 217 Alternative Markets for Cattle Hide Trim. February 1965.
- *221 Marketing Spreads for Leather Products. Reprint from the Marketing and
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- *376 Lard Marketing Margins and Costs. January 1960.

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- 61 Flexibility of Operation in Dairy Manufacturing Plants Changes
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- *67 Nature of Competition in Fluid Milk Markets--Market Organization and Concentration. February 1965.
- 100 Price Wars in City Milk Markets. October 1966.
- 137 The Structure of Fluid Milk Markets, Two Decades of Change. July 1968.

ERS Series

- *50 Evaluation of Promotional Materials on Home Delivery Milk Routes, Cumberland, Maryland. January 1962.
- *53 Prices, Costs, and Margins for Major Dairy Products. Reprint from the Dairy Situation. December 1961.
- *70 Estimating Statistics of Milk Consumption in Relation to Trends in Fluid Milk Marketing. May 1962.
- *71 Geographic Structure of Milk Prices, 1960-61. August 1962.
- *84 Milk Distributors' Operations--Analysis of Growth, Sales Distribution, Costs and Profits. November 1962.
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- 258 Geographic Structure of Milk Prices, 1964-65. September 1965.
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- 348 Trial Use of Foam Spray-Dried Whole Milk in Selected Types of Institutions. June 1967.
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- *379 Class III Milk in the New York Milkshed: I. Manufacturing Operations. January 1960.

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- *385 Marketing Milk in Alaska. March 1960.
- *391 Cottage Cheese: Its Sales Potential in Selected Markets. April 1960.
- *396 Class III Milk in the New York Milkshed: II. An Economic Description of the Manufactured Dairy Products Industry. April 1960.
- *400 Class III Milk in the New York Milkshed: III. Costs of Manufacturing Dairy Products. May 1960.
- *403 Nonfat Dry Milk Packaged for Household Use--Marketing Practices and Costs of Manufacture and Distribution. June 1960.
- *407 Evaluation of New Containers for School Milk. June 1960.
- *408 Milk Consumption by Children at School and at Home in Relation to Special Milk Program. June 1960.
- *415 Milk Dating Regulations: Their Effect on Milk Distribution and Merchandising Practices. July 1960.
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- 648 Long-Distance Shipment of Market Milk. March 1964.
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- 716 Milk and Milk Products in the Nation's Schools. June 1965. (For
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- 791 Costs of Transporting Bulk and Packaged Milk by Truck. May 1967.
- 798 Farm-Retail Price Spreads for Dairy Products, 1939-66. June 1967.
- 800 Milk Consumption and Food Service Patterns in Selected Eastern and
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- 818 Geographic Pattern of Fluid Milk Prices: A Computer Analysis.
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- 846 Store Test of EUDA Cheese in Four Supermarkets in the Washington,
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Consumer Preference for Modified Whole Beverage Milk in South Carolina. South Carolina Agricultural Experiment Station Bulletin 522. December 1965.

Marketing Potential for Sterilized Milk Concentrate in Institutional Outlets. Wisconsin Agricultural Experiment Station Bulletin 271. June 1968.

** These publications are issued by States or public institutions and usually may be consulted in public or university libraries. In some cases, the issuing agency may be able to furnish copies of reports. There may be a charge for copies. No copies are available from the U.S. Department of Agriculture.

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Economic Aspects of Flexible Dairy Manufacturing Plants. University of Minnesota Agricultural Experiment Station Bulletin 487. 1968.

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- 83 Structural Changes in the Federally Inspected Livestock Slaughter Industry, 1950-62. February 1966. (For sale only, 40¢ per copy.)
- 83 Decentralization in the Livestock Slaughter Industry. April 1966. (Supp.)
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- *255 A Dynamic Model of a Simulated Livestock-Meat Economy. Reprint from Agricultural Economics Research, Vol. XVII, No. 3, July 1965. August 1965.
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- 416 Improvements In Grades of Hogs Marketed. May 1969.
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- *213 A Guide to Uniform Cost and Financial Accounting for Poultry Processors. June 1961.

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- *159 Marketing Spreads for Eggs, Frying Chickens, and Turkeys in Selected Cities of the United States. Reprint from the Marketing and Transportation Situation. February 1965.
- 275 Present and Alternative Methods of Pricing Eggs. February 1966.
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- *440 The Los Angeles Egg Market. October 1960.
- *445 Reporting Egg Prices at Shipping Points in Iowa and Minnesota. January 1961.
- 483 The Hatchery Industry--Structure, Economic Changes, Problems. June 1961.
- *516 Relative Profitability of Alternative Procurement, Production, and Selling Programs for Broiler Processors. January 1962.
- *608 Present and Potential Use of Egg Products in the Food Manufacturing Industry. June 1963.
- 627 Costs and Efficiency in Turkey Processing Plants. September 1963.
- 719 Economies of Scale in Turkey Hatcheries. July 1965. (For sale only, 25¢ per copy.)
- 719 Supplement to Economies of Scale in Turkey Hatcheries. July 1965.
- *734 Contracting and Other Integrating Arrangements in the Turkey Industry. November 1965.
- 782 Costs and Economies of Scale in Egg-Type Chick Hatcheries. February 1967.
- 784 Competitive Position of the Midwestern Egg Industry. February 1967.

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- 814 A Comparison of Returns to Growers Under Contract--Operating Independently. February 1968.
- 850 Pricing Systems for Eggs. May 1969.

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- 53 Economic Potential of Soaps, Detergents, and Surfactants Made from Fats and Oils. April 1964.

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- *409 Tank Shortage Facilities: Fats and Oils Expand Sharply During 1950's.
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- *179 Operating Procedures and Labor Utilization in Cottonseed Oil
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- 228 Cooked Soybeans for Feed. Reprint from the Fats and Oils Situation.
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- 319 Marketing Oilseeds and Oilseed Products. Reprint from Agricultural
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- 425 Flaxseed Production and Use: Past Trends and Future Prospects.
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- 15 The Pecan Shelling and Processing Industry--Practices, Problems, and Prospects. September 1962.
- *35 Farm Prices of Apples for Canning and Freezing, U.S., 1951-61. June 1963.
- 41 Economic Aspects of Pecan Production and Marketing: Arkansas, Florida, Georgia, Mississippi, New Mexico, South Carolina. September 1963.

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- 140 Apple Marketing--A Review of Economic Research, 1945-60. October 1963.
- *148 Trends in Marketing Fruits and Vegetables. Reprint from the Marketing and Transportation Situation. November 1963.
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- *417 Chainstore Merchandising and Procurement Practices--The Changing Retail Market for Fresh Fruits and Vegetables. July 1960.
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